GORDON SHELDON S

Form 4 April 30, 2010

FORM 4

Check this box

if no longer

subject to

Section 16.

Form 4 or

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

OMB APPROVAL OMB

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES**

Form 5 Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, obligations Section 17(a) of the Public Utility Holding Company Act of 1935 or Section may continue. 30(h) of the Investment Company Act of 1940 See Instruction

Common

Stock

04/29/2010

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person _ GORDON SHELDON S			2. Issuer Name and Ticker or Trading Symbol			5. Relationship of Reporting Person(s) to Issuer			
				EK INC/ [-	(Chec	k all applicable	·)	
(Last)	(First)	(Middle)	3. Date of	Earliest Tra	ansaction				
			(Month/D	ay/Year)		_X_ Director	10%		
	ROUP, 630 5TH 27TH FLOOR		04/29/20	010		Officer (give below)	titleOthe	er (specify	
(Street)			4. If Amendment, Date Original			6. Individual or Joint/Group Filing(Check			
NEW VOI	OV NIV 10111		Filed(Mor	th/Day/Year)		Applicable Line) _X_ Form filed by C Form filed by M	1 0		
NEW YOR	RK, NY 10111					Person			
(City)	(State)	(Zip)	Tabl	e I - Non-D	erivative Securities Acq	uired, Disposed of	, or Beneficial	ly Owned	
1.Title of	2. Transaction Da	te 2A. Deer	ned	3.	4. Securities Acquired	5. Amount of	6. Ownership	7. Nature o	
Security	(Month/Day/Year) Execution	n Date, if	Transactio	n(A) or Disposed of (D)	Securities	Form: Direct	Indirect	
(Instr. 3)		any		Code	(Instr. 3, 4 and 5)	Beneficially	(D) or	Beneficial	
		(Month/I	Day/Year)	(Instr. 8)		Owned	Indirect (I)	Ownership	
						Following	(Instr. 4)	(Instr. 4)	
					(A)	Reported			
					or	Transaction(s)			
				C + V	4 (D) D:	(Instr. 3 and 4)			

Code V

 $A^{(2)}$

Amount (D)

1,240

Price

44.07

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)required to respond unless the form displays a currently valid OMB control number.

129,305

D

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

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1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transacti Code (Instr. 8)	5. Num conof Deriv Securiti Acquire (A) or Dispose (D) (Instr. 3 and 5)	vative es ed	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option	\$ 44.07	04/29/2010		A	3,370		<u>(1)</u>	04/28/2017	Common Stock	3,370
Stock Option	\$ 21.094						(3)	07/21/2011	Common Stock	5,250
Stock Option	\$ 25.28						<u>(4)</u>	04/26/2012	Common Stock	3,900
Stock Option	\$ 33.26						(5)	04/25/2013	Common Stock	3,645
Stock Option	\$ 36.44						<u>(6)</u>	04/23/2014	Common Stock	4,240
Stock Option	\$ 48.6						<u>(7)</u>	04/22/2015	Common Stock	3,630
Stock Option	\$ 32.71						<u>(8)</u>	04/22/2016	Common Stock	3,920

Reporting Owners

Reporting Owner Name / Address	Relationships				
reporting owner runner runners	Director	10% Owner	Officer	Other	
GORDON SHELDON S RHONE GROUP 630 5TH AVENUE, 27TH FLOOR NEW YORK, NY 10111	X				

Signatures

/s/Kathryn E. Sena, attorney-in-fact for Mr. 04/30/2010

**Signature of Reporting Person Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) The stock options will become exercisable in four equal annual installments beginning on April 29, 2011.

Reporting Owners 2

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- (2) Constitutes restricted stock issued under the 2007 Omnibus Incentive Compensation Plan.
- (3) The stock options will become exercisable in four equal annual installments beginning on July 22, 2005.
- (4) The stock options will become exercisable in four equal annual installments beginning on April 27, 2006.
- (5) The stock options will become exercisable in four equal annual installments beginning on April 26, 2007.
- (6) The stock options will become exercisable in four equal annual installments beginning on April 24, 2008.
- (7) The stock options will become exercisable in four equal annual installments beginning on April 23, 2009.
- (8) The stock options will become exercisable in four equal annual installments beginning on April 23, 2010.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.